

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of the Claims

1. (currently amended) A method of enhancing the ability of a user to interact with a plurality of content providers coupled to a network, the plurality of content providers offering a plurality of enhanced content via the network, wherein said user interacts with the plurality of content providers via a receiver coupled to the network, the method comprising the steps of:

receiving a ~~set of~~ triggers filters from the receiver;

storing said ~~set of~~ triggers filters in a data base;

detecting a triggers embedded in ~~each of the plurality of~~ one of said plurality of enhanced content programming, wherein said trigger indicates the presence of said enhanced content programming;

comparing said detected triggers with said ~~set of~~ triggers filters;

identifying said enhanced content programming when said detected trigger matches said trigger filter in said comparison step ~~a set of the plurality of enhanced content programming in which said detected triggers embedded in said set of enhanced programming conform to said set of trigger filters;~~ and

~~preferentially coupling each of said set of enhanced content programming to the receiver.~~

2. (currently amended) The method of claim 1, wherein said ~~set of~~ triggers filters is based on informational type.

3. (currently amended) The method of claim 1, further comprising the step of transmitting a notification indicator for ~~each~~ an occurrence in which said detected triggers embedded in said ~~set of~~ enhanced content programming confirms to said ~~set of~~ trigger filters.

4. (original) The method of claim 3, wherein said notification indicator is an audible signal.

5. (original) The method of claim 3, wherein said notification indicator is an on-screen graphic.

6. (original) The method of claim 3, further comprising the step of selecting said notification indicator, said selecting step performed by the receiver.

7. (currently amended) The method of claim 1, said ~~preferential~~ coupling step further comprising the steps of overriding current receiver programming and directing ~~each of said set of~~ said enhanced content programming to the receiver immediately upon detection.

8. (currently amended) The method of claim 1, further comprising the steps of:
receiving a set of priorities corresponding to each trigger filter in a set of trigger filters ~~of said set of trigger filters~~; and
storing said set of priorities in said data base, wherein said step of ~~preferential~~ coupling is performed in accordance with said set of priorities.

9. (original) The method of claim 1, said receiving step further comprising the steps of:
monitoring each of a plurality of user transactions between the receiver and the plurality of content providers;
extracting transaction information from at least a portion of said plurality of user transactions;
storing said extracted transaction information in a data base controlled by a third party; and
forming said set of trigger filters based on a combination of at least a portion of said extracted transaction information.

10. (currently amended) A method of enhancing the ability of a user to interact with a plurality of content providers coupled to a network, the plurality of content providers offering a plurality of enhanced content programming via the network, wherein said user interacts with the plurality of content providers via a receiver coupled to the network, the method comprising the steps of:

storing a ~~set of~~ trigger identifiers in a data base;
detecting a triggers embedded in enhanced content from the plurality of enhanced content programming, wherein said trigger indicates the presence of said enhanced content;
pairing said detected triggers with said ~~set of~~ trigger identifiers; and
notifying the receiver of available enhanced content programming user said ~~set of trigger identifier~~ when said trigger identifier matches said detected trigger.

11. (currently amended) The method of claim 10, wherein said ~~set-of-trigger~~ identifiers is comprised of a plurality of on-screen graphics.

12. (currently amended) The method of claim 10, wherein ~~set-of-trigger~~ identifiers is comprised of a plurality of audible signals.

13. (currently amended) The method of claim 10, further comprising the step of receiving said ~~set-of-trigger~~ identifiers from the receiver.

14. (currently amended) The method of claim 10, further comprising the step of receiving ~~set-of-trigger~~ identifiers from a network operator.

15. (original) The method of claim 10, wherein said notifying step is performed upon the initial receipt of the enhanced content programming.

identifiers correspond to the plurality of content providers.

17. (currently amended) The method of claim 10, wherein said ~~set-of-trigger~~ identifiers correspond to a plurality of information types.

Claims 18-22 (withdrawn)